



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Operations Committee

DATE: November 6, 2009

FR: Executive Director

W.I. 310-2700 310-2741,
105-1221

RE: TransLink® Program Contract Actions:

- (i) Cubic Contract Change Orders
- (ii) Contract Amendment: Swirl, Inc.

Update

As reported in September, five transit operators are now accepting TransLink® for fare payment: AC Transit, BART, Caltrain, Golden Gate Transit and Ferry, and San Francisco Muni (except on cable cars). For the week ending October 23, 2009, the average weekday TransLink® transaction volume was 41,100 transactions per day. This is more than double the transaction volume one year ago. Growth in transaction volume is occurring on all five participating systems. AC Transit has the most daily transactions with more than 18,000 TransLink® transactions on an average weekday. On October 28, TransLink® use on BART grew by 49% compared to the previous day as AC Transit Transbay bus riders shifted to BART due to the Bay Bridge closure; customers who already had TransLink® e-cash loaded to their cards were able to switch from AC Transit to BART without needing to purchase additional value.

The TransLink® Contractor has begun installing TransLink® card readers on SamTrans buses, and expects to begin installation of equipment on VTA buses in November. The project schedule projects completion of implementation on SamTrans and VTA in April 2010. Other major initiatives underway include the replacement of SFMTA's Muni Metro faregates and vending machines with TransLink®-capable equipment (completion expected by late 2010), and the deployment of TransLink® as a payment option at five SFMTA parking garages (completion expected in late 2010).

As follow-up to the presentations by transit operators at the September Operations Committee meeting, MTC staff continues to work with transit operator staff to refine plans for the transition of existing transit passes and tickets to TransLink®-only availability. MTC staff will recommend incorporation of the agreed-upon transition plans into the Transit Coordination Implementation Plan at the February 2010 Operations Committee meeting.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to execute the following contract actions this month:

Contract Change Orders: Cubic Transportation Systems

- **Handheld Card Readers for SFMTA Cable Cars (\$200,000):** procures up to 50 new Handheld Card Readers (HCRs) for deployment at the SFMTA Cable Car Barn. SFMTA employees will use the HCRs to support proof-of-payment inspections for customers riding cable cars and paying with TransLink®. SFMTA is funding this change through the Grant and Cooperative Agreement between MTC and SFMTA, effective August 24, 2009.
- **Additional Card Readers for SFMTA Muni Metro Faregates (\$400,000):** implements a second TransLink® card reader in each new Muni Metro faregate. The second reader is required to support SFMTA's plan to require customers to tag their TransLink® cards both when entering and exiting the Muni Metro system. At a later date, staff will recommend approval of funding for related software changes. SFMTA is funding this change through the Grant and Cooperative Agreement between MTC and SFMTA, effective August 24, 2009.
- **Network Reconfiguration for SFMTA Muni Metro Faregates and Vending Machines (\$150,000):** reconfigures the existing TransLink®-SFMTA telecommunications network to integrate the new faregates and vending machines into the existing network. SFMTA is funding this change through the Grant and Cooperative Agreement between MTC and SFMTA, effective August 24, 2009.
- **TransLink® Website Improvements (\$50,000):** increases funding for execution of ongoing improvements and changes to the TransLink® website. MTC and the TransLink® Contractor are continually improving the TransLink® website to respond to changes to the system and/or input from customers.
- **Phase II Design Enhancements (\$225,000):** supports design and implementation of time-sensitive changes to the TransLink® system. MTC and the TransLink® Contractor would execute task orders, as needed, to enable completion of improvements to the system design. The total amount of the task orders will not exceed \$225,000.
- i. **Contract Amendment – TransLink® Marketing, Web and Communications Services: Swirl (\$300,000)**

In May 2009, the Committee approved a \$665,000 amendment to MTC's contract with Swirl, which provides marketing, web and communications services for the TransLink® program. The scope of the amendment approved in May included assisting in the development of a TransLink® marketing and communications program to support the launch of TransLink®, working with the TransLink® Contractor to improve the TransLink® website, and working with MTC and the TransLink® Contractor to launch the TransLink® employer benefits program called TransLink® Direct Benefits.

Since May, MTC has begun working with the transit agencies on a major new initiative, the transition of existing transit tickets and passes to TransLink®-only availability. The successful completion of this transition will require an effective communications and marketing program to educate transit riders about TransLink® and how it works and then to begin informing transit riders about the upcoming transition of existing transit tickets and passes to TransLink®-only availability. Under this amendment, Swirl would support the development and execution of the communications and marketing program to support the upcoming transition.

Steve Heminger

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Change Order

Work Item No.: 310-2741

Contractor: Cubic Transportation Systems
San Diego, CA

Project Title: Handheld Card Readers for SFMTA Cable Cars

Purpose of Project: Support proof-of-payment inspections for customers riding cable cars and paying with TransLink[®]

Brief Scope of Work: Deploy up to 50 Handheld Card Readers to SFMTA's Cable Car Barn.

Project Cost Not to Exceed: \$200,000 (current capital contract = \$ 97,004,623)

Funding Source: SFMTA is funding this change through the Grant and Cooperative Agreement between MTC and SFMTA, effective August 24, 2009.

Fiscal Impact: Funds included in FY 2009-10 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract change order for the procurement of up to 50 Handheld Card Readers and the Chief Financial Officer is authorized to set aside funds up to \$200,000 for such a contract change order.

Operations Committee:

Amy Rein Worth, Chair

Approved: Date: November 13, 2009

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Change Order

Work Item No.: 310-2741

Contractor: Cubic Transportation Systems
San Diego, CA

Project Title: Additional Card Readers for SFMTA Muni Metro
Faregates

Purpose of Project: Support SFMTA's plan to require customers to tag their
TransLink® cards both when entering and exiting the
Muni Metro system

Brief Scope of Work: Install additional card readers in SFMTA Muni Metro
faregates

Project Cost Not to Exceed: \$400,000

Funding Source: SFMTA is funding this change through the Grant and
Cooperative Agreement between MTC and SFMTA, effective
August 24, 2009.

Fiscal Impact: Funds included in FY 2009-10 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to
negotiate and enter into a contract change order for
implementation of additional card readers in the Muni Metro
faregates and the Chief Financial Officer is authorized to set
aside funds up to \$400,000 for such a contract change order.

Operations Committee:

Amy Rein Worth, Chair

Approved:

Date: November 13, 2009

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Change Order

Work Item No.: 310-2741

Contractor: Cubic Transportation Systems
San Diego, CA

Project Title: Network Reconfiguration for SFMTA Muni Metro
Faregates and Vending Machines

Purpose of Project: Integrate SFMTA's new faregates and vending machines
with the existing TransLink® telecommunications
network

Brief Scope of Work: Reconfigure the existing SFMTA-TransLink®
telecommunications network to incorporate the new Muni
Metro faregates and vending machines

Project Cost Not to Exceed: \$150,000

Funding Source: SFMTA is funding this change through the Grant and
Cooperative Agreement between MTC and SFMTA, effective
August 24, 2009.

Fiscal Impact: Funds included in FY 2009-10 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to
negotiate and enter into a contract change order for
reconfiguration of the SFMTA-TransLink® telecommunications
network and the Chief Financial Officer is authorized to set
aside funds up to \$150,000 for such a contract change order.

Operations Committee:

Amy Rein Worth, Chair

Approved:

Date: November 13, 2009

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Change Order

Work Item No.: 105-1221

Contractor: Cubic Transportation Systems
San Diego, CA

Project Title: TransLink® Website Content Changes

Purpose of Project: Update and/or improve the TransLink® website to respond to system design changes and/or customer input

Brief Scope of Work: Modify the content and/or design of the TransLink® website, as needed

Project Cost Not to Exceed: \$50,000

Funding Source: RM-2 Operating

Fiscal Impact: Funds included in FY 2009-10 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract change order for TransLink® website content changes and the Chief Financial Officer is authorized to set aside funds up to \$50,000 for such a contract change order.

Operations Committee:

Amy Rein Worth, Chair

Approved:

Date: November 13, 2009

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Change Order

Work Item No.: 105-1221 and 310-2700

Contractor: Cubic Transportation Systems
San Diego, CA

Project Title: Phase II Design Enhancements

Purpose of Project: Execute time-sensitive changes to the TransLink[®] system design to address customer-related issues and/or operations issues

Brief Scope of Work: Modify the content and/or design of the TransLink[®] website, as needed, to improve system performance, address customer-related issues, etc.

Project Cost Not to Exceed: \$225,000

Funding Source: RM-2 Operating (\$100,000), CMAQ/STA (\$125,000)

Fiscal Impact: Funds included in FY 2009-10 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract change order for TransLink[®] Phase II design enhancements and the Chief Financial Officer is authorized to set aside funds up to \$255,000 for such a contract change order.

Operations Committee:

Amy Rein Worth, Chair

Approved: Date: November 13, 2009

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 105-1221

Contractor: Swirl, Inc.
San Francisco, CA

Project Title: TransLink[®] Marketing, Web, and Communications Services

Purpose of Project: Provide regional and transit agency-specific marketing support for the roll-out of TransLink[®]

Brief Scope of Work: Develop and implement TransLink[®] marketing initiatives for the agencies now operating TransLink[®]; coordinate regional TransLink[®] marketing strategies; develop enhancements to the TransLink[®] website; and develop and produce TransLink[®] marketing materials

Project Cost Not to Exceed: \$300,000

Funding Source: RM-2 Operating, CMAQ and STA

Fiscal Impact: Funds included in FY 2009-10 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment for TransLink[®] marketing, web and communications services and the Chief Financial Officer is authorized to set aside funds up to \$300,000 for such a contract amendment.

Operations Committee:

Amy Rein Worth, Chair

Approved:

Date: November 13, 2009